

Abstract

Title of study: Corporate design of Maja Sport ski school

Objectives: The main objective of this thesis is to design a new corporate design for the ski school Maja Sport with a proposal for its implementation. Partial aims to achieve main objective are analysis of corporate design of major competitors and analysis of the current state of corporate design ski school Maja Sport.

Methods: To achieve the set goals have been used several methods. Analyses of corporate design are based primarily on methods of observation and analysis of documents. Creating a draft of new design is based on collective brainstorming and informal talks with the owner and manager of the ski school.

Results: The thesis found significant weaknesses in the current corporate design ski schools Maja Sport. Compared with the competition, its design is highly fragmented and looks unprofessional. For this reason, the thesis designed completely new corporate design. The practical outcome of this work is a proposal for implementation and design manual with rules and examples of use of the proposed new company design.

Key words: corporate design, corporate identity, logo, colouring, typography, visual style, design manual